

**GET YOUR ORDERS
IN EARLY FOR THE...**



**1954
CFFP
CAMPAIGN
Material**

FOR INFORMATION OF STATE AND FEDERAL OFFICERS
AND OTHER COOPERATORS IN PLACING ADVANCE ORDERS
FOR NEW MATERIAL.

Wondlin

PREVIEW..

*- from preliminary art presented by
The Advertising Council, Inc. and
Foote, Cone & Belding, Los Angeles.*

... THE BASIC POSTER

One careless match...Yours?



Remember - Only you can 
PREVENT FOREST FIRES!

SMOKEY BEAR POSTER FOR 1954. FOUR
COLORS, SIZES 13"x18½" (PAPER), 13"x18½"
(PLAIN CARDBOARD), 13"x18½" (WATER-
PROOFED CARDBOARD) ALSO NEWS AD
ADAPTATIONS.

REPEAT AFTER ME:
I will be careful...

...WITH MATCHES



...WITH SMOKES



...WITH CAMP FIRES



...WITH ANY FIRE



Remember - Only you can
PREVENT FOREST FIRES!

"RULES" POSTER

HOW-TO-DO-IT FIRE
PREVENTION RULES POSTER.
FOUR COLORS, AVAILABLE
IN PAPER, PLAIN CARDBOARD
AND WATERPROOFED, 13"x18½".
ALSO NEWS AD ADAPTATIONS.

"PLEDGE" EASEL

(REPRINT) FOUR COLOR,
SELF STANDING EASEL,
PRINTED ON HEAVY
CARDBOARD. 10"x14"

Repeat after me:

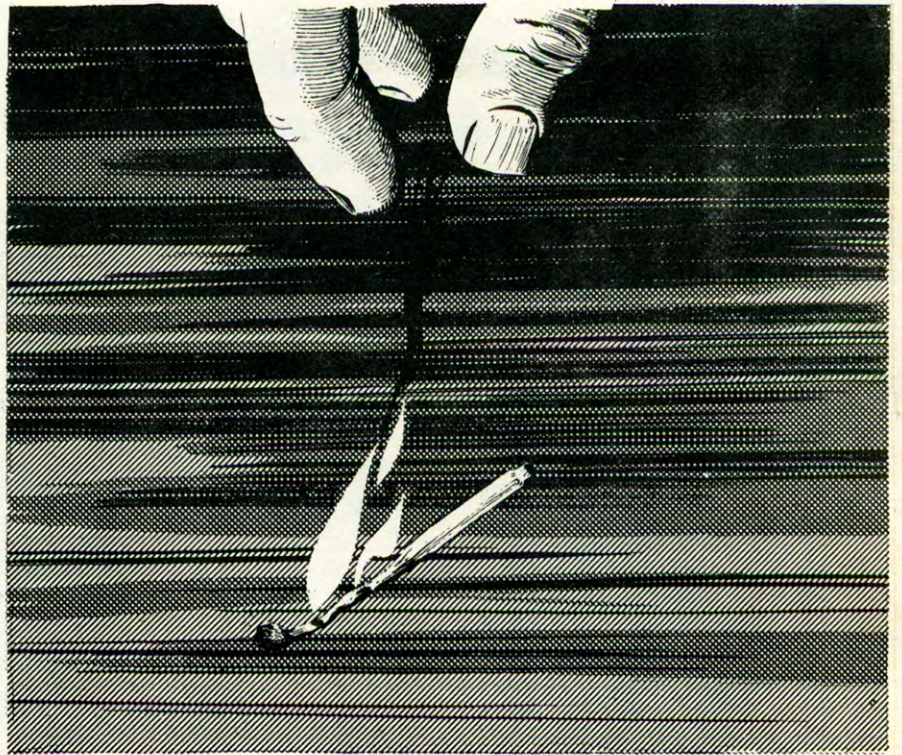
I WILL
BE
CAREFUL



Remember - only you can
PREVENT FOREST FIRES!

..THE NEWS ADS

A SELECTION OF
2-3-4-5 COL. NEWS
ADS FEATURING
DRAMATIC CLOSE-UPS
OF FIRE HAZARDS.

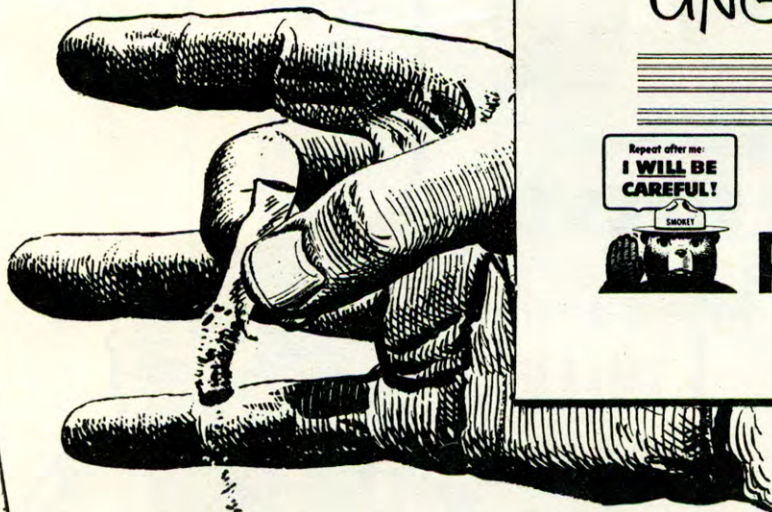


UNGUIDED MISSILE



Remember-Only you can
PREVENT FOREST FIRES!

SPONSOR'S NAME



Dangerous Moment!



Remember-Only you can
PREVENT FOREST FIRES!

SPONSOR'S NAME

... ALSO, A WIDE
VARIETY OF 1-COL. ADS,
CARTOONS, AND DROP-INS.